consideration of Government to appoint a separate Board for viewing such advertisements before their telecast or publication.

Fruits and vegetables for processing

2420. SHRI RAJKUMAR DHOOT: Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state:

(a) whether it is a fact that the fruits and vegetables consumed for processing is only about 2.2 per cent;

(b) if so, the details thereof and the major Indian fruits and vegetables used for processing; and

(c) the steps taken to increase production of fruits and vegetables for food processing?

THE MINISTER OF STATE OF THE MINISTRY OF FOOD PROCESSING INDUSTRIES (SHRI SUBODH KANT SAHAI): (a) to (c) The utilization of fruits and vegetables for processing is estimated to be around 2.20% of the total production. The major fruits and vegetables used, amongst others, for processing include mango, apple, pineapple, litchi, mushrooms, tomato, potato, pea, chilly, garlic etc.

The Ministry of Food Processing Industries, under its plan schemes provides financial assistance upto 25% of the cost of plant & machinery and technical civil works subjects to a maximum of Rs. 50 lakhs in general areas and 33.33% upto Rs. 75 lakhs in difficult areas for Technological upgradation/modernization and establishment of food processing industries including fruit and vegetable processing industries. In addition, under the Technology Mission for Integrated Development of Horticulture in North Eastern States, Jammu & Kashmir, Himachal Pradesh and Uttranchal, higher levels of assistance @ 50% upto Rs. 4.00 Crore for a setting up and Rs. 1.00 crore for upgradation of fruit and vegetable processing is allowed. The Government of India has also launched the National Horticulture Mission (NHM) for holistic development of Horticulture in the country.

Besides, the Government has initiated several policy and fiscal measures for growth and development of fruit and vegetable processing. These include:

(i) Processed fruit & vegetable products are exempt from excise duty.

(ii) Under Income Tax act a deduction of 100% profit for five years and 25% profit for the next five years in case of new agro processing industries set up to process, preserve and package fruits and vegetables.

(iii) Customs duty on refrigerated vans reduced from 20% to 10%.

Paper on Indian food processing industry

2421. SHRI C. PERUMAL: Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state:

(a) whether Association of Chamber of Commerce and Industry has submitted a paper on Indian food processing industry;

(b) if so, the details thereof;

(c) whether any steps have been taken to implement the recommendation;

(d) if so, the details thereof; and

(e) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF FOOD PROCESSING INDUSTRIES (SHRI SUBODH KANT SAHAI): (a) to (e) The suggestions of Association of Chamber of Commerce and Industry *inter-alia* were for creating direct access to agriculture produce, a revised food law, level playing field through taxation, facilitation of industry and exports etc. The Ministry of Food Processing Industries assists through its plan schemes. Facilitation of food Processing Industries as well as interactions with Industry Associations is an ongoing process.

Competition in food in food processing industry

2422. SHRI SYED AZEEZ PASHA: Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state whether Government have taken sufficient steps in view of the international competition in the food processing area because we could not imagine modern day competition in the age of globalization without proper upliftment of the food processing industry?